

FALCONER'S GREAT REDUCTION SALE

On opening up our Fall Stock we find our buyers have overloaded us in several important lines, and as the first loss is always the best loss, we start this week a series of Colossal Special Sales. Below are Our Leaders for Tomorrow.

LONSDALE MUSLIN,

6 Cents.

At this price we will only sell 10 yards of this popular muslin to a customer.

STANDARD PRINTS,

3 1/2 Cents.

Fall styles and colorings. These prints cannot be made for 3 1/2c. The limit will be 10 yards per customer.

SATIN RIBBONS,

2 Cents Yard.

500 pcs Satin Ribbons, all good shades and 1 1/2c quality, limit 10 yards to a customer.

LINING CAMBRIC,

3 1/2 Cents.

Our quality of cambric is well known to be the best. Tomorrow we make it one of the leaders, 10 yards to a customer.

BOUCLE SUITINGS,

2 1/2 Cents.

38 inch Novelty Suitings, boucle effects, in handsome mixtures. Limit, 1 dress to a customer.

IRISH POINT LACE,

5 Cents.

50 pieces of Irish Point Lace 5 to 15 inches wide, worth up to 75c. Limit 10 yards to a customer.

READY MADE SUITS,

\$2.20.

Russian Blouse Suits, ought to sell at \$5; 2 suits to a customer. Tomorrow at \$2.23 each

We cannot Fill Mail Orders on these Goods and will Positively Sell none to the Trade.

LEADERS

— IN —

COLORED DRESS GOODS.

Great Money Saving Sale on Dress Goods and Linings.

Table with 3 columns: Price, Description, and This week price. Includes items like Boucle effect suitings, Novelty Camel's Hair Stripes, and French Foulle Serge.

Lining Dept.

We carry a full line of the most popular linings made, and our prices are lower in proportion to the quality than any in the city. Best glove finished skirt cambric, always sold for 5c, now 3 1/2c.

Black Dress Goods.

Our variety of black dress goods is larger and better assorted than any previous season. In order to bring this enormous stock before our customers we give extra special inducements this week.

Silk Dept.

Gigantic sale of silks commencing Monday. Positively the greatest mark-down sale of silks of the season. The grandest array of bargains of new and reliable weaves ever offered over a counter in Omaha.

Leaders in Trimmings.

Never before in our fall announcement have we been able to offer such an elegant line of trimmings as we are now displaying. Our new stock has all arrived, which comprises everything new and pretty in all the latest novelties, which we are going to put on sale at prices that will certainly move them.

BARGAIN 1. A complete line of gimps in all colors, all silk, tomorrow only at 15c a yard.

BARGAIN 2. A line of wide silk gimp in all colors, new and pretty patterns, at 49c.

BARGAIN 3. Our complete line of silk moss trimmings in all colors, we will place on sale for 45c a yard.

BARGAIN 4. Our entire stock of silk moss trimmings, with fancy cord edge, that has been so popular this season, only 69c.

BARGAIN 5. Contains a complete line of colors in a new cut spun silk trimming at \$1.25. And a new fad in chenille and ribbon trimming in black and colors at \$1.25.

Leaders in Corsets! Dr. Warner's Coraine corsets, \$1.00 quality, Tomorrow 65c.

F. C. Madras' corsets, never sold at less than \$1.25, Tomorrow 65c.

Odds and ends in fine satin corsets, sizes 23, 24 and 25, value up to \$10.00, Monday \$2.65.

Children's corset waists, value 40c each, Tomorrow 25c.

Leaders in Gloves. Biarritz street gloves, 5c quality, tomorrow 50c per pair. Best Biarritz gloves made, worth \$1.25, Monday \$1.00.

Ask to see our 4-button Biarritz glove at \$1.00 per pair; they fit perfect.

Leaders in Soaps and Toilet Waters. Kirk's Bar Castile Soap, mottled and white, best quality, Tomorrow 25c.

Kirk's Dusky Diamond Soap Tomorrow 5c.

Shandon Bells Soap Tomorrow 19c.

Cashmere Bouquet Soap Tomorrow 21c.

Buttermilk Complexion Soap Tomorrow 10c per cake.

1 pint bottles of 15 cent Ammonia Tomorrow 8c and 10c.

Reynold's Floral Cologne, \$1.00 bottles Tomorrow 50c.

Bradley Toilet Waters, triple extract, Tomorrow 33 1/3c per bottle.

LEADERS IN OUR Drapery Department.

In this department there will be extraordinary bargains and on goods which every housekeeper needs at this time of the year.

Portieres. \$5.00 portieres, Monday, \$3.78; a great bargain. \$6.50 portieres, Monday, \$5.80; very rich. \$7.50 portieres, Monday, \$6.42; elegant.

Plain velour portieres, Monday, \$8.63. Nottingham Lace Curtains. Our \$1.25 lace curtain, Monday, 78c pair.

Our \$3 lace curtain, Monday, \$2.19 pair. Our \$5.50 lace curtain, Monday, \$2.97 pair.

Rugs. Beautiful Smyrna rug, 18x34, 73c. Elegant Smyrna rug, 21x44, \$1.39. 18x30 moquette rug, \$1.02, sell 90c. 27x34 moquette rug, \$2.93. 36x72 moquette rug, \$5.10.

LEADERS IN OUR Underwear Dept. We have just received a large number of fine unadorned shirts, good 65c quality, that we will sell Monday for 48c.

We will show Monday a heavy knit, fleeced lined underwear, with a double elastic cuff and ankle, with an extra heavy gusset, and every seam double stitched; something entirely new; for those who cannot wear wool it's a garment unexcelled; worth \$1.25, sell 90c.

We will also offer for 98c an all wool underwear garment that is actually worth \$1.25.

For those wishing a heavy merino garment our line is complete at the lowest prices. We have a full line of The American Hosiery Co's underwear at the lowest prices. These goods never fail to please the most particular. Come and see them.

We have the finest line of 50c neckwear in the city and Tuesday, 30c dozen to choose from. Puff, necks, strings, winders and four-in-hands. Art Department.

Best Berlin zephyr wools, good shades, value 90c per ounce, tomorrow, 75c. 6 skeins of knitting yarn, tomorrow, 25c.

A big line of baskets at bargain prices. Japanese vases, value \$6, Monday, \$2.85. Japanese vases, value \$3, Monday, \$1.95.

Japanese cushion covers, value \$1, Monday, 75c. A full line of art goods of all kinds at special low prices.

MILLINERY DEPT. FALL OPENING. On Monday and Tuesday, Sept. 18th and 19th, we will exhibit French Pattern Hats and Millinery Novelties. The ladies of Omaha and vicinity are cordially invited to attend this display.

LEADERS IN OUR Embroidery Dept. A new lot, bought at a sacrifice, and will be closed out at prices that will astonish you.

LOT 1—Embroideries, 1, 2 and 3 inches, 7c. LOT 2—Embroideries, 2, 2 1/2, 3 and 4 inches, 7c. LOT 3—Embroideries, 2, 3 and 4 in. by 1 in. LOT 4—Embroideries, 2, 3, 4, 5 and 6 inches, 13c.

French embroideries. Match set embroideries. Fancy edge embroideries. Handstitched embroideries. LEADERS IN OUR Ribbon Dept.

Having purchased a big invoice of ribbon before the advance in prices, we are prepared to give our customers a rare treat during this ribbon sale, and we will open our ribbon counters Monday. A fine of all-silk ribbon in all the new and pretty shades at prices that will surprise you.

LOT 1—As a leader we will put on a line of 100 yds ribbon, all widths and colors, AT ONLY 10c a yard, 10-yards limit. LOT 2—A line of ribbon in all colors, widths 2, 3, 4, 5 and 6 inches, AT ONLY 50c a yard, 10-yards limit. LOT 3—An elegant line of plain and fancy, in all colors, widths 7, 9, 12, AT ONLY 50c a yard, 10-yards limit. LOT 4—A line of fancy and plain ribbon, in all colors, in widths 16, 22, 28, that we will put out for ONLY 20c a yard, 10-yards limit. LOT 5—A line of extra quality, 1 and 1 1/2 inch sash ribbon, extra values for \$1.00 and \$1.25 will be sold during this sale FOR 40c a yard. This being our first fall announcement, we have made special efforts to open it with prices that will always keep our name before the public as the only place to buy ribbon.

Leaders in Wash Goods

50 pieces of best standard prints, Tomorrow 3 1-2c.

25 pieces of zephyr gingham, Tomorrow 5c Per Yard

32 inch maltees chevrons, choice new designs, Tomorrow 15c.

30 inch Oriental crepes, light, medium and dark grounds, never ought to sell at less than 15c, Tomorrow 8 1-3c.

A new line of outing flannels just received, dark ground, stripes and checks, Tomorrow 5c Yard.

Leaders in Blankets. Our full 10-4 white blankets, never sold at less than \$1.10 per pair, Tomorrow 75c Per Pair

Our \$2.00 10-4 white blankets, Tomorrow \$1.25.

Our 11-4 white, that we have always opened the season with at \$2.75, Tomorrow \$1.95.

Our \$5.00 10-4 blankets, all wool, this blanket has never sold at less than \$5.00, Tomorrow \$3.95.

10-4 gray blankets, never sold at less than \$1.10, Tomorrow 75c.

10-4 pink mixed blankets, something new, actual value \$2.00, Tomorrow \$1.25.

10-4 scarlet blankets, extra quality, sold everywhere at \$4.50, Tomorrow \$3.25.

A new stock and a big line of comforts, Tomorrow 50c Each.

Leaders in Our Linen Department.

25 bleached damask tablecloths, 3 yards long, will be sold at \$2.35. These are our \$3.75 cloths. And you all know what our damasks are. So long as these last you can get a pattern cloth for far less money than you can buy them by the yard.

5 pieces 60-inch bleached damask at 75c, worth 90c. 3 pieces 98-inch bleached damask at \$1.00, worth \$1.25. 3 pieces 72-inch bleached damask at \$1.10, worth \$1.35.

GREAT BARGAINS IN NAPKINS. Bleached napkins at \$1.35, \$1.50, \$2.00. We will close out a number of odd dozens of napkins tomorrow.

5 dozen 3-4 bleached napkins at \$3.00, reduced from \$3.85. 5 dozen 3-4 bleached napkins at \$3.75, reduced from \$4.50. 5 dozen 3-4 bleached napkins at \$5.00, reduced from \$6.50.

TURKEY RED FRINGED CLOTHS. 8-4 at \$1.25, worth \$2.00. 8-10 at \$1.45, worth \$2.25. 8-12 at \$1.98, worth \$3.00. Great bargains in towels at 12c, 15c, 19c and 25c each.

Get our prices on bed spreads this week.

CLOAK AND SUIT DEPT.



RUSSIAN SUIT, \$2.23.

Never before in the history of Omaha has such a bargain been offered in Ladies' Ready-made Suits. Think of it. A ladies' suit complete, made in the latest fashion and finished in a first-class manner. Bell skirt and plaited waist with belt, as illustrated above. These suits have just been received in the last 10 days, consequently are all fresh and new, and the regular value would be \$5.00. Beginning Monday we will sell these suits

At \$2.23 Each. Fit Guaranteed.

HERE IS ANOTHER BIG BARGAIN. Ladies' Imported Silk Mackintoshes \$7.49 Each.

Silk Mackintoshes, manufactured by B. Birbaum & Son 33 London Wall, London, England, imported direct by us, will be placed on sale Monday. Each garment is guaranteed thoroughly waterproof and tropical odorless; it has the celebrated Princess of Wales ventilator and cemented seams. The Mackintoshes are made in the Russian Cloak or Princess Feife, some of them striped and some of them are made in handsome Persian designs. Colors—tan, gray, umbra, black and gray, old gold and gray, and cardinal and black. The regular value and retail price would be \$12, \$14 and \$15.

OUR PRICE MONDAY ONLY \$7.49.

These Mackintoshes will be on exhibition in our west show window.

Fall and Winter Cloaks

FOR LADIES, MISSES AND CHILDREN.

Our \$10.00 English Box Coat, Only \$7.35

Our \$12.00 English Box Coat, Only \$8.65

Our \$7.00 Misses' Russian Coat, Only \$5.00

Also Special Bargains in Fur Trimmed Coats